

## CLAIMS

- 5           1.     A print media product comprising:  
a substrate; and  
at least one ink-receiving layer supported by said substrate, said ink-receiving layer being comprised of a plurality of binder compositions, said plurality of binder compositions comprising a first binder comprised of gelatin, a  
10 second binder comprised of a poly(vinyl alcohol-ethylene oxide) copolymer, and  
a third binder comprised of a poly((styrene)-(n-butyl acrylate)-(methyl methacrylate)-(2-(tert-butylamino) ethyl methacrylate)) copolymer.
2.     The print media product of Claim 1 wherein said ink-receiving  
15 layer is comprised of about 10 - 30% by weight said first binder.
3.     The print media product of Claim 1 wherein said ink-receiving  
layer is comprised of about 30 - 55% by weight said second binder.
- 20           4.     The print media product of Claim 1 wherein said ink-receiving  
layer is comprised of about 10 - 30% by weight said third binder.
5.     The print media product of Claim 1 wherein said ink-receiving  
layer further comprises at least one pigment therein.
- 25           6.     The print media product of Claim 5 wherein said ink-receiving  
layer is comprised of about 5 - 40% by weight said pigment.
7.     The print media product of Claim 1 where said plurality of binders  
30 further comprises at least one additional binder therein which is different from  
said first binder, said second binder, and said third binder.

8. The print media product of Claim 1 wherein said print media product further comprises at least one additional material layer.

5 9. The print media product of claim 1 wherein said print media product further comprises at least one ingredient selected from the group consisting of defoamer compositions, biocides, hardeners, UV/light stabilizers, buffers, slip agents, pH control compounds, preservatives, and lactic acid.

10 10. The print media product of Claim 8 wherein said additional material layer is located between said substrate and said ink-receiving layer, said additional material layer comprising at least one composition therein selected from the group consisting of at least one pigment, at least one binder, and a mixture thereof.

15 11. A print media product comprising:  
a substrate; and  
at least one ink-receiving layer supported by said substrate, said ink-receiving layer being comprised of about 10 - 30% by weight of a first binder comprised of gelatin, about 30 - 55% by weight of a second binder comprised of  
20 a poly(vinyl alcohol-ethylene oxide) copolymer, and about 10 - 30% by weight of a third binder comprised of a poly((styrene)-(n-butyl acrylate)-(methyl methacrylate)-(2-(tert-butylamino) ethyl methacrylate)) copolymer.

25 12. A print media product comprising:  
a substrate; and  
at least one ink-receiving layer supported by said substrate, said ink-receiving layer being comprised of:  
a first binder comprised of gelatin;  
a second binder comprised of a poly(vinyl alcohol-ethylene  
30 oxide) copolymer;

a third binder comprised of a poly((styrene)-(n-butyl acrylate)-(methyl methacrylate)-(2-(tert-butylamino) ethyl methacrylate)) copolymer;

an additional binder comprised of methylhydroxypropyl cellulose;

a first pigment comprised of silica; and

a second pigment comprised of polystyrene beads.

13. A coating formulation for use in preparing an ink-receiving layer, said coating formulation comprising a plurality of binder compositions, said plurality of binder compositions comprising a first binder comprised of gelatin, a second binder comprised of a poly(vinyl alcohol-ethylene oxide) copolymer, and a third binder comprised of a poly((styrene)-(n-butyl acrylate)-(methyl methacrylate)-(2-(tert-butylamino) ethyl methacrylate)) copolymer.

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14. The coating formulation of Claim 13 wherein said coating formulation is comprised of about 10 - 30% by weight said first binder, about 30 - 55% by weight said second binder, and about 10 - 30% by weight said third binder.

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15. The coating formulation of Claim 13 wherein said coating formulation further comprises at least one pigment therein.

16. The coating formulation of Claim 13 where said plurality of binder compositions further comprises at least one additional binder therein which is different from said first binder, said second binder, and said third binder.

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17. A method for producing a print media product comprising:  
providing a substrate; and  
forming at least one ink-receiving layer in position over and above said substrate, said ink-receiving layer being comprised of a plurality of binder compositions, said plurality of binder compositions comprising a first binder

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comprised of gelatin, a second binder comprised of a poly(vinyl alcohol-ethylene oxide) copolymer, and a third binder comprised of a poly((styrene)-(n-butyl acrylate)-(methyl methacrylate)-(2-(tert-butylamino) ethyl methacrylate)) copolymer.

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18. The method of Claim 17 wherein said ink-receiving layer is comprised of about 10 - 30% by weight said first binder, about 30 - 55% by weight said second binder, and about 10 - 30% by weight said third binder.

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19. The method of Claim 17 wherein said ink-receiving layer further comprises at least one pigment therein.

20. The method of Claim 17 further comprising providing said print media product with at least one additional material layer.

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21. The print media product of claim 1 wherein said print media product further comprises at least one ingredient selected from the group consisting of defoamer compositions, biocides, hardeners, UV/light stabilizers, buffers, slip agents, pH control compounds, preservatives, and lactic acid.

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22. The method of Claim 21 wherein said additional material layer is located between said substrate and said ink-receiving layer, said additional material layer comprising at least one composition therein selected from the group consisting of at least one pigment, at least one binder, and a mixture thereof.

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